

Draft

**City of Santa Barbara**

**Parking and Business  
Improvement Area  
(PBIA)**

**ANNUAL  
ASSESSMENT  
REPORT**

**Fiscal Year 2012**

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## **INTRODUCTION**

This report, filed annually as required by the California Parking and Business Improvement Law of 1989, will provide an explanation of any proposed changes, including, but not limited to the boundaries of the adopted City of Santa Barbara Downtown Parking and Business Improvement Area (PBIA) or any benefit zones within the area, the basis for levying the assessments and any changes in the classifications of businesses.

Santa Barbara's Downtown Parking Management Program operates and maintains seven public parking lots and five structures in the Downtown business core area, providing a total of 3,234 parking spaces. The program is oriented towards clients and shoppers, and is directed by the City's Circulation Element to increase the public parking available and reduce the need for employee parking in the Downtown Core. Employee parking is mitigated by Alternative Transportation initiatives to increase carpooling, bicycling, and mass transit programs. The Downtown Parking budget is funded primarily by Hourly Parking Revenues, and to a much lesser extent, by the PBIA and parking permits. The PBIA revenues are directed solely towards employee salaries and utility costs in support of the operation and maintenance of the parking lots. Revenues derived from Hourly Parking charges and permits support the balance of expenses remaining from the PBIA assessment and Alternative Transportation programs designed to reduce employee parking in the Downtown Core.

Attached hereto and incorporated by reference is the "Addendum To the Parking and Business Improvement Area Final Engineer's Report of Formula and Methodology of Assessment dated October 5, 1999" dated April 7, 2010 (Addendum), which is on file at the City Clerk's Office, and which shall form the basis of the Annual Report.

### **I. PROPOSED CHANGES**

For Fiscal Year 2012, there are no changes to the PBIA benefit zones, the basis for levying the assessments or any changes in the classifications of businesses.

### **II. IMPROVEMENTS AND ACTIVITIES**

A parking rate, designed to promote short-term customer/client parking, including 75 minutes of free parking, is currently in effect in all City-operated Downtown Parking facilities. These facilities are maintained and operated by the City's Downtown Parking Program.

Due to the loss of on-site parking during the planned structural upgrade construction of City Lot #2( 914 Chapala Street), businesses immediately surrounding the lot will have a reduced parking benefit. Consistent with past practices during construction, a 75% credit in assessment payments shall be provided to those businesses operating on the Assessor Parcel Numbers listed below:

039-281-028	039-321-006	039-321-050	039-321-002	039-313-027	037-400-007
039-281-029	039-321-007	039-321-019	039-321-001	039-313-012	
039-281-036	039-321-033	039-321-048	039-321-045	039-313-021	
039-322-029	039-321-035	039-321-056	039-321-047	039-313-025	
039-322-032	039-321-039	039-321-051	039-321-049	039-313-014	
039-322-024	039-321-041	039-321-055	039-321-046	039-313-023	
039-322-023	039-321-037	039-321-005	039-313-011	037-042-002	
039-322-052	039-321-028	039-321-004	039-313-010	037-042-033	
039-322-050	039-321-015	039-321-003	039-313-009	037-400-001	

The assessment credit shall be applied to the third quarter of Fiscal Year 2012, January through March.

### III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR 2012

Expenses	PBIA	Parking Program	Total
Salaries and Benefits	1,674,695	2,125,012	3,799,707
Materials, Supplies & Services, Equipment/Minor Capital	180,000	571,850	751,850
Allocated Costs	6,321	243,274	249,595
Insurance/Overhead		858,113	858,113
Downtown Organization Maintenance Transfer		297,121	297,121
FMS Replacement Transfer		43,270	43,270
Bikestation		25,000	25,000
New Beginnings Contract		43,500	43,500
MTD Downtown Shuttle Support, Enhanced Transit		393,978	393,978
Employee Bus Pass Program		36,000	36,000
<b>Total Operating Expenses</b>	<b>\$1,861,016</b>	<b>\$4,637,118</b>	<b>\$6,498,134</b>
Capital Program Expenses		1,000,000	1,000,000
<b><u>Total Expenses</u></b>		<b><u>\$5,637,118</u></b>	<b><u>\$7,498,134</u></b>

#### IV. PROJECTED DOWNTOWN PARKING PROGRAM REVENUES DERIVED

<b>Revenues:</b>	Hourly Parking.....	\$4,300,000
	Other Parking Fees .....	796,500
	Leased Property - MTC .....	267,166
	Workers Compensation Rebates.....	310,358
	Interest Income.....	137,600
	Commuter Parking Lots.....	290,000
	TMP/Rents .....	40,925
	New Beginnings Contract.....	43,500
	Special Parking/Misc. ....	10,000
	<b>Subtotal .....</b>	<b>\$6,196,049</b>

**\*PBIA ASSESSMENT** (Anticipated **2011-2012** collections) ..... **\$840,000**

**Total Revenues .....** **\$7,036,049**

Revenues collected from the PBIA subsidized approximately \$0.20 of the cost of providing parking for each vehicle parked within the Downtown Parking System.

#### V. REVENUE CARRYOVERS

No excess PBIA revenues will be carried over from the 2011 Operating Budget.

#### VI. PBIA RATES

A more detailed basis for levying the assessment is explained in the attached Addendum to the 1999 Engineer's Report.

##### I. Retail and/or Wholesale Businesses (Including Restaurants):

Group A: Average sale of less than \$20, \$.56 per \$100 of gross sales.

Group B: Average sale between \$20 and \$100, \$.29 per \$100 of gross sales.

Group C: Average sale of more than \$100, \$.16 per \$100 of gross sales.

Group D: Movie theaters only, \$.29 per \$100 of gross sales.

Group E: Fitness Facilities/Health Clubs, \$.29 per \$100 of gross sales.

Average sale is computed by dividing the total gross sales for the year by the number of sales transactions.

II. Financial Institutions:

\$.48\* per square foot of usable space annually.

III. Stock and Bond Brokerage Offices:

\$81.30\* per broker.

IV. Bus Depots:

\$.06\* cents per square-foot of usable building space.

V. Professional:

\$32.50\* per person practicing the profession, and \$16.30 for each non-professional.

VI. All Categories Not Otherwise Provided For:

Group A: \$.19\* cents per square-foot of usable building space.

Group B: Educational Facilities (non-public) \$.19\* per square foot of usable building space.

VII. Hotel and Motels

# of assessed rooms x \$1.50/day x 30 days x 3 months x .50 occupancy = quarterly charges

Assessed rooms = # of rooms (–) on-site parking spaces provided

No patron parking credit would be offered as it is part of the calculation.

\*Rates for these categories are shown for annual assessment. To determine quarterly payments, divide rates by four.